

- Home
- News Update

## News

- Front Page
- Corporate
- Markets
- Info-Tech
- Marketing
- Money & Banking
- Agri-Biz & Commodities
- Industry & Economy
- Logistics
- Government
- Opinion
- Variety
- Columns
- States
- Web Extras
- Index
- Archives

## Features

- Investment World
- eWorld
- Brand Line
- Mentor
- Life
- Brand Quest
- The New Manager
- BL Club
- Smartbuy
- Books
- Gallery

## Stocks

- Quotes
- SE Diary
- Scoreboard
- Open-End Mutual Fund

## Foreign Exchange

Corporate - New Projects

## Starwood's Aloft forays via Auromatrix Hotels

*First property opens in Chennai.*

— Bijoy Ghosh



Mr Uddaykumar Krishnan (left), Managing Director, Auromatrix Hotels Pvt Ltd, and Mr Kumar Sitaraman, Chairman and CEO, at the launch of a hotel in Chennai on Wednesday.

Our Bureau

Chennai, July 7

The Aloft chain of business class hotel brand of the US-based Starwood Hotels & Resorts has entered India with its first property in Chennai.

The Aloft chain comes to India through Auromatrix Hotels Pvt Ltd, a hotel developer which has floated Urbanedge Hotels in partnership with CPI India One Ltd, a Mauritius fund. Auromatrix plans to set up 10 Aloft hotels in India.

Mr Kumar Sitaraman, Managing Director, Urbanedge, said the company has finalised plans for five Aloft hotels to come up at with average investment of about Rs 100 crore each in Chennai, Bangalore, Coimbatore, Chandigarh and Ahmedabad.

These would be full service, business class hotels in the four-star category catering to the young, urban population. The Aloft in Bangalore is to open soon and the rest would be in operation by the first quarter of 2011.

Auromatrix is a designer and developer of franchise hotels in India which decided to get into hotel operation for itself through Urbanedge, he said.

Mr Suresh Badlaney, Vice-President (Operations), Aloft, said a total of 10 Aloft hotels are planned in India through Auromatrix. The location of the other five hotels is yet to be decided. There are more than 50 Aloft hotel properties globally.

- Rates

Shipping

- Ports

Archives

- Yesterday
- Datewise
- Resources
- In Focus

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Focus on young clientele

The Aloft brand has mostly been established in areas where the information technology industry is concentrated. In line with its focus on the young clientele, the ambience and design in an Aloft hotel could be described as "sassy, savvy and hip, urban space," he said.

The 6,100 sq.m Aloft hotel in Chennai at Sholinganallur on the IT corridor has 129 rooms and four suites.

Facilities

It is Wi-Fi enabled and offers a wide range of facilities including a multi cuisine restaurant, a grab-and-go food counter, fine-dining restaurant, business centre, meeting room, spa, gym and banquet hall.

Starwood Hotels is a multinational, fully integrated operator in the hospitality sector with over a 1,000 properties in 100 countries under various brands such as St Regis, Westin, Sheraton, Le Meridien and W. Aloft comes under the upmarket W brand.

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[Starwood Hotels to enter India](#)

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